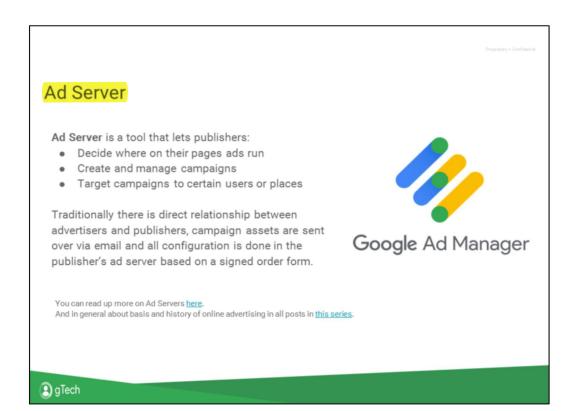
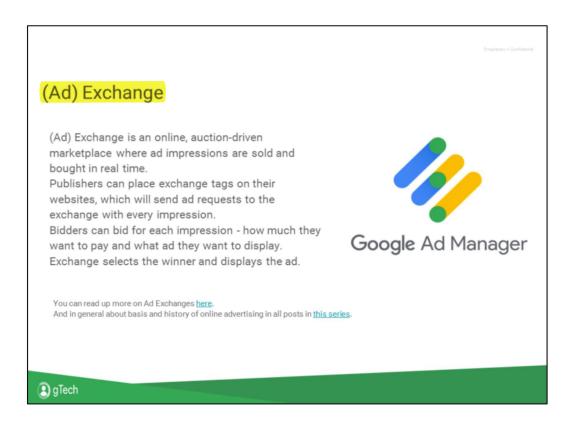
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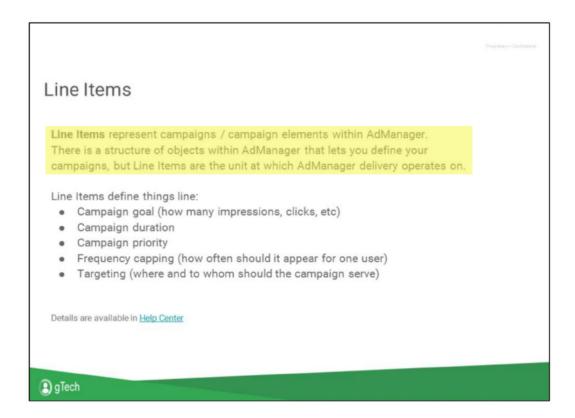
Recording June 2019: https://drive.google.com/file/d/1recWF40EVr02hGyin9jXW44rhG3Xe05H/view





SSP is a publisher tool that lets them configure rules that (Ad) Exchanges must adhere to on the publisher inventory. For example: publishers can set advertisers they don't want on their sites (for example competitors) and they can set minimum prices for which ads can be bought (to protect direct ad sales) Google Ad Manager Green SSP and Exchange are bundled as one product and both names are used interchangeably.

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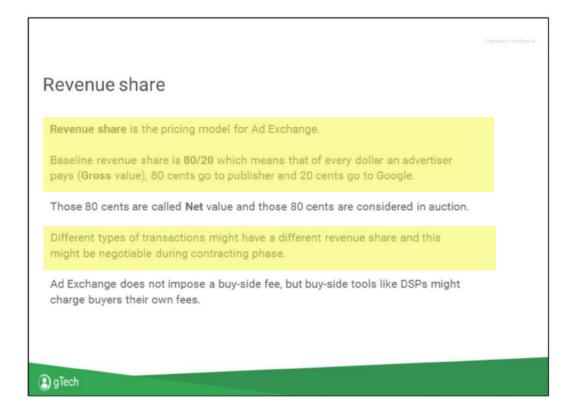
Line Item Types

There are 3 main Line Item types in AdManager with subtypes that differ by campaign goal:

- Guaranteed campaigns that the publisher guarantees will be delivered
 - o Sponsorship (%-based goal, for example 50% serve on 1 out of each 2 requests)
 - o Standard (amount based goal amount of impressions, clicks, etc)
- . Non-guaranteed (remnant) campaigns with best-effort delivery or competing on price
 - o Network (%-based goal)
 - o Bulk (amount based goal)
 - o Price Priority (price goal)
 - o House (lowest priority, meant to fill the gaps if no higher priority campaigns available
- Exchange dynamically call Ad Exchange or AdSense to get the ad from the buyer
- Yield Groups not a Line Item per say, but a way to traffic Ad Exchange and other SSPs

Detailed description of Line Item types and priorities <u>here</u>. Even more details in <u>Help Center</u>,





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